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OCTOBER 10-16 IS NATIONAL SCHOOL LUNCH WEEK

In a proclamation on September 20, President Ford urged everyone to observe National School Lunch Week, October 10-16. In that proclamation, he said:

"Productive people are our Nation's greatest natural resource. Americans are agreed on the importance of seeing that every child in our country gets a healthy start in life. Sound nutrition is a vital building block in our children's growth and development. Malnutrition must not be allowed to harm the development of any American child.

Thirty years ago, we demonstrated our concern for our children's well-being with the inauguration of the National School Lunch Program. Through it, millions of children have received the benefit of improved nutrition, and therefore a better opportunity for full, healthy development.

The National School Lunch Program exemplifies the cooperative spirit that underscores the efforts of food producers and distributors, dietitians, educators, parents, civic groups and public officials at all levels of Government to ensure the health and welfare of our Nation's youngsters.

In recognition of the Program's contribution to America's youth, the Congress, by a joint resolution of October 9, 1962

(76 Stat. 779; 36 U.S.C. 168), has designated the week beginning the second Sunday of October in each year as National School Lunch Week, and has requested the President to issue annually a proclamation calling for its appropriate observance.

Now, therefore, I, Gerald R. Ford, President of the United States of America, do hereby urge the people of the United States to observe the week of October 10, 1976, as National School Lunch Week and to give special recognition to the role of good nutrition in building a stronger America through its youth."

TELEVISION SPOT TELLS KIDS: "YOU ARE WHAT YOU EAT"

THIS FALL, children will be seeing some old friends in the new "You Are What You Eat" television spot. The spot is produced annually by FNS and the American Food Service Association in support of National School Lunch Week. The 1976 spot features the "You Are What You Eat" circus animals from previous years, who all get together to celebrate the 30th anniversary of the National School Lunch Program and to remind kids that school lunch provides the kinds of well-balanced meals that are so important to good health. The animated spots will be shown on television stations throughout the country during National School Lunch Week, October 10-16.



The spot reflects the "All-American Circus" theme of this year's celebration, and so does the universal menu which will be served by participating schools on Wednesday of National School Lunch Week. The menu includes Ring Master's Vegetable Beef Soup, Hot Dog on a Bun, Side Show Orange Wedges, Happy Clown Tutti-Frutti Crisp, and Midway Milk.

The 1976 National School Lunch Week celebration is part of a series of activities that honor both the 30th anniversary of the National School Lunch Program and the American Revolution Bicentennial. One highlight of the year's festivities was the special recognition given to the over 1200 people who have been involved in the child nutrition programs for more than 30 years. Many of these people received special bicentennial certificates at the annual convention of the American School Food Service Association in August. Others will be honored in similar ceremonies in their States.

Other highlights of the year's activities have included special monthly bicentennial menus and invitations to parents and community members to join students for lunch at school. Many schools will be inviting the community to join them again for the October celebration.

NEW REGIONAL OFFICE TO OPEN

FNS IS OPENING a new Regional Office with headquarters in Denver. The Great Plains Regional Office officially opens on October 12, but actual operations will be phased in during the next 2 months. The new Regional Office will manage FNS programs in 10 States. These include: Colorado, Wyoming, Utah, Montana, North Dakota and South Dakota, now part of the FNS Southwest Region; and Nebraska, Iowa, Kansas, and Missouri, currently part of the FNS Midwest Region. Effective October 12, the West-Central Region will be renamed the Southwest Region.

NEW SCHOOL BREAKFAST REGULATIONS

NEW REGULATIONS for the School Breakfast Program went into effect on August 12. The regulations, which implement provisions of Public Law 94-105:

- Extend eligibility to public or licensed nonprofit private residential child care centers. Before, only public or nonprofit private schools were eligible.
- Make it possible for State agencies, other than State educational agencies, to administer the program in residential child care institutions.
- Specify that schools should plan breakfasts on a daily participation basis, with the goal of providing one breakfast per child per day in order to avoid preparing excessive amounts of food. Schools will receive Federal reimbursements when they can show that excess meals were prepared in line with participation trends.

Proposed amendments appeared in the Federal Register of February 17. In response to comments received on the proposals, FNS made several changes. One of these changes included strengthening nutritional value of infant breakfast patterns. Another change was to encourage the use of milk fortified with vitamins A and D in the breakfast program.

CHANGES EXTEND ELIGIBILITY FOR NONFOOD ASSISTANCE

RESIDENTIAL CHILD CARE institutions are now eligible to receive money for food service equipment under new regulations for the Nonfood Assistance Program. The Nonfood Assistance Program provides money for food service equipment to needy schools participating in the School Lunch and School Breakfast Programs. In addition, the new regulations reduce the percentage of funds reserved for schools without any food service from 50 percent to 33-1/3 percent. However, these reserved funds are now available to schools with some food service but without sufficient equipment to prepare or receive hot meals. The new regulations include changes required by Public Law 94-105, enacted last fall. The regulations were issued in proposed form on February 10. Comments were considered in developing the final regulations, which were published in the Federal Register August 24.

SPECIAL MILK PROGRAM AMENDED

FNS HAS AMENDED its regulations for the Special Milk Program, in line with Public Law 94-105 and Federal Management Circular 74-7.

The amendment implements the law by providing that: Puerto Rico, the Virgin Islands, American Samoa, and the Trust Territory of the Pacific Islands are now eligible for the Special Milk Program; and reimbursement for each half-pint of milk served in the program shall not exceed the cost of the milk.

The amendment implements the Federal Management circular by providing that: State agencies are responsible for determining the procedure schools will use in accounting for Federal funds; and State agencies can use their own procedures to disallow claims and recover overpayments.

The amended regulations appeared in

the Federal Register on July 27.

INCREASED RATES OF PAYMENT FOR CHILD NUTRITION PROGRAMS

FNS HAS increased the rates of payments for the School Lunch, School Breakfast, Special Milk, and Child Care Food Programs. Effective July 1, the adjustments reflect the 3.125 percent increase in the Consumer Price Index for the six-month period, December 1975--May 1976.

In the National School Lunch Program, the average payment to States for each lunch served increased one-half cent, from 12.50 cents to 13.00 cents. States may now vary a school's reimbursement up to 19 cents a lunch. Previously, the ceiling was 18.50 cents.

The additional average payment to States for lunches served to needy children went up 1.75 cents--to 48.50 cents for a reduced-price lunch and 58.50 cents for a free lunch. The maximum reimbursement States may pay schools and institutions is 76.50 cents for a reduced-price lunch and 86.50 cents for a free lunch.

In the School Breakfast Program, the national average payment increased by 1/2 cent--from 10 cents to 10.50 cents. The additional average payment for each reduced-price breakfast, which had been 19 cents, increased to 19.50 cents. The additional average payment for a free breakfast, which had been 25.25 cents, increased to 26 cents. Maximum rates of reimbursement States may pay schools and institutions remain at 40 cents for each reduced-price breakfast and 45 cents for each free breakfast.

In the Child Care Food Program, States earn payments at the same levels as they do in the National School Lunch and School Breakfast Programs. Payments for mid-morning and mid-afternoon snacks remain at 5.25 cents. Payments for free and reduced-price snacks went up 1/2 cent--to 16 cents for free snacks, and

10.75 cents for reduced-price snacks.

In the Special Milk Program, the adjusted rate of reimbursement is 6 cents per half-pint of milk served to paying children. This is an increase of 6.9 percent over the fiscal year 1976 rate. The payment to schools and institutions for milk served to needy children remains at the purchase price of the milk.

Also increased was the national average minimum value of commodities--or cash in lieu of commodities--to be made available under the National School Lunch and the Child Care Food Programs. For the period, July 1, 1976 to September 30, 1977, the rate is 11.75 cents--a 6.9 percent increase over the value of commodities for fiscal year 1976. This is based on the percent increase in the food away from home series of the Consumer Price Index during the period, June 1975 to May 1976.

The rates of payment appeared in the Federal Register July 20.

CHILD NUTRITION ADVISORY COUNCIL TO MEET IN TEXAS

The National Advisory Council on Child Nutrition will hold its next meeting on December 6 and 7, in El Paso, Texas. The meeting will be held in conjunction with the conference of national State school lunch directors. At the council's August meeting, which was held in Hawaii, members discussed the administration of nonpublic schools and institutions, revised meal patterns, and the Summer Food Service Program operations. Edward J. Hekman, FNS Administrator, gave the opening remarks concerning government's role in school food service.

STUDY MADE OF WIC PROGRAM

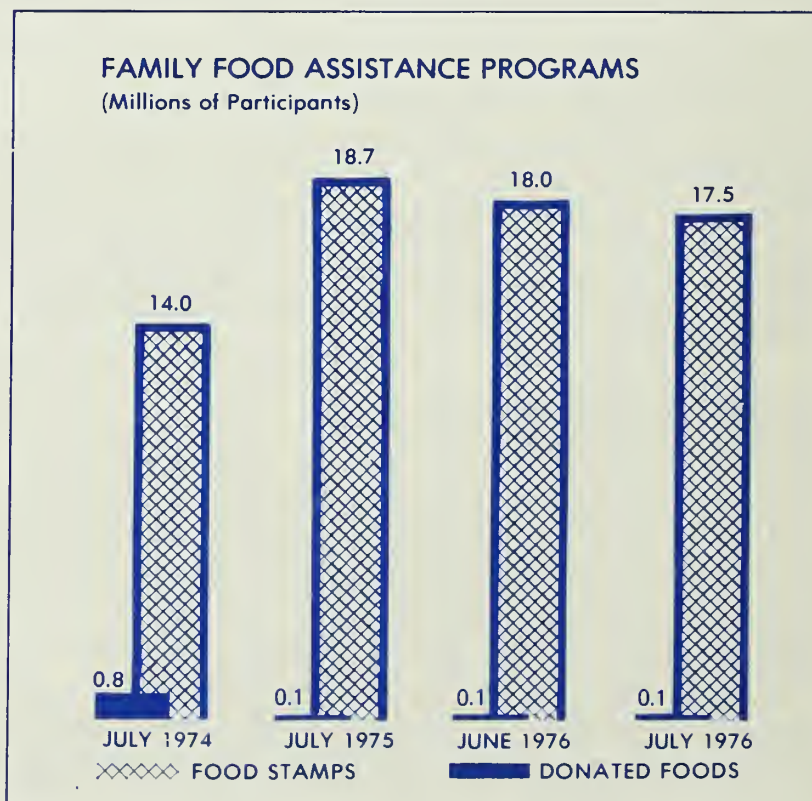
The Advisory Committee on Nutrition Evaluation met September 21-23 in Arlington, Virginia. The 14-member committee is studying ways to evaluate the health benefits of the Special Supplemental Food

Program for Women, Infants, and Children (WIC). It will submit recommendations to the Secretary of Agriculture and Congress based on this study. Established in accordance with Public Law 94-105, the committee includes representatives from private and government agencies concerned with nutrition and health.

Public Law 94-105 also called for the establishment of a National Advisory Council on Maternal, Infant, and Fetal Nutrition. That council will make a continuing study of the operation of the WIC program and any other programs that provide diet supplements to women, infants, and children. FNS is now appointing members to the council, which will hold its first meeting later in the fall.

DEADLINE EXTENDED ON EXCHANGING OLD-SERIES FOOD STAMPS

Amended Food Stamp Program regulations extend, indefinitely, the procedures for exchanging old-series food stamps for the new series, introduced in March 1975. The new series of 1-dollar, 5-dollar, and 10-dollar denominations replaced the old-series of 50-cent, 2-dollar, and 5-dollar denominations. The original deadline for



all exchanges was June 30, 1976. However, since there continue to be requests for exchanges, FNS changed program regulations to leave the procedures in effect for as long as they are needed.

FNS HONORS EDWARD J. HEKMAN

AT A RECEPTION held on September 16, the FNS Washington staff paid tribute to Edward J. Hekman, who has resigned from his post as Administrator of FNS. Mr. Hekman served in that position since the beginning of FNS in 1969, and in 1971, he received the President's Management Improvement Award for his "creative leadership in coordinating a broadened and intensified attack on hunger in America."

Mr. Hekman came to USDA from a long and impressive career in the food industry. After graduating from Calvin College in Grand Rapids, Michigan, he joined the United Biscuit Company. With time out to serve in the U.S. Navy, he advanced to President of the company in 1960, and directed its reorganization into The Keebler Company. He has served as a director of the Grocery Manufacturers of America, as Vice President of the National Association of Manufacturers, and as a trustee and director of the Nutrition Foundation.

P. Royal Shipp, Deputy Administrator for Program Operations, will be serving as Acting Administrator until a new administrator is appointed. Dr. Shipp served as Director of the Food Stamp Division from August 1974 until mid-1975. He came to FNS in July 1973 as Assistant Deputy for Program Operations.

FOOD PROGRAM PEOPLE

MELVIN J. BRYSON is the new Assistant to the Deputy Administrator for Program Operations. With an extensive background in budget and accounting, Mr. Bryson began his Federal service in 1971 as a budget analyst with the Federal Trade Commission. In 1973, he joined FNS' Food Distribution Division staff as head of the Funds and Analysis Section of the

Special Supplemental Food Branch. When the Special Supplemental Food Division was set up in 1974, he became chief of the Funds and Analysis Branch. He has a bachelor's degree from the University of Utah and a jurisprudence degree from George Washington University.

GENE DICKEY is the new Director of the Special Supplemental Food Program for Women, Infants, and Children. Mr. Dickey joined the FNS Southeast Region in 1967 as an administrative assistant in child nutrition programs. In 1971, Mr. Dickey joined the Washington FNS staff as chief of the program operations branch of the Child Nutrition Division. He received a B.S. in Food Technology from the University of Tennessee in 1954.

RUSSELL H. JAMES, Administrator of the FNS Southeast Region, is retiring after 35 years of federal service. Mr. James joined USDA's surplus marketing program as a field representative in the Southeast States in 1941, and later became regional chief of the Civilian Food Requirements Branch of the War Food Administration. In 1946, Mr. James became Regional Administrator of the Southeast Region, and was one of the first people to administer the school lunch program. He served on the National Advisory Council on Child Nutrition from 1971 to 1974. Mr. James received two USDA Superior Service Awards in 1959 and 1971.

MARTIN D. GARBER, Administrator of the FNS West-Central Region, is retiring effective October 1. Mr. Garber first joined USDA in 1955 as director of the Food Distribution Division for the Agricultural Marketing Service, in charge of both school lunch and commodity distribution. He resigned from the post in 1961 to return to Oklahoma, his native State, where he served as chairman of the State Highway Commission. In 1970, Mr. Garber rejoined USDA, as Administrator of the West-Central Regional Office. And in 1972, he received USDA's Superior

Service Award for his strong leadership.

HAROLD T. MCLEAN has been selected Administrator for the New England Region. Mr. McLean had extensive experience in food marketing, storage, transportation, labor relations, and contract negotiations before joining USDA in 1971 as Deputy Director of the Food Distribution Division. In 1974, he became Director of the Special Supplemental Food Program for Women, Infants, and Children.

DAVID B. ALSPACH has been named Administrator for the FNS Southeast Region. Mr. Alspach worked for 11 years with child nutrition programs in the Ohio State Department of Education, and came to USDA as a food program specialist in 1971. He served as director of child nutrition programs in the Northeast Region from 1972 until 1975, when he became Administrator for the FNS New England Region. Mr. Alspach received his B.S. in Dairy Science from Ohio State University.

NEW RELEASES

- "Efficiency and Effectiveness in the WIC Program Delivery System" (Misc. Pub. 1338) reports on a study of the Special Supplemental Food Program for Women, Infants, and Children. The study compares the three alternative methods for distribution of WIC foods (retail purchase, home delivery, and direct distribution), and reviews other aspects of WIC Program operations.

Copies are available from the Special Supplemental Food Division, Food and Nutrition Service, U.S. Department of Agriculture, Washington, D.C. 20250.

- The "Free and Reduced-Price Meal and Free Milk Handbook" (PA-1149) provides guidance for local school officials who write program policies and approve children's applications for these programs. Included is a 3-page "question and answer" section and a sample press release and letter to parents--in

Spanish and English--announcing availability of the programs.

- The "National Advisory Council Report on Child Nutrition" this year focuses on nutrition education and plate waste. The 12-page booklet summarizes the results of a 1-year survey of nutrition education projects and discusses progress on the development of training materials for school food service people, and reports on efforts to reach non-program schools.

Copies of these two publications can be obtained from the Child Nutrition Division, Food and Nutrition Service, U.S. Department of Agriculture, Washington, D.C. 20250.

- "The Food Stamp Program," (PA-1123) now has a single-page addendum which updates the food stamp requirements on pages 4 and 11. It includes the 1976 "Household Income Standards," and the "Monthly Coupon Allotments and Purchase Requirements" chart, both effective July 1, 1976 through December 31, 1976.

Copies are available from the Food Stamp Division, Food and Nutrition Service, U.S. Department of Agriculture, Washington, D.C. 20250.

- "The Face of Rural America" is the 1976 Yearbook of Agriculture. This 77th volume of the yearbook is the first to be comprised exclusively of photos since the series originated in 1894. A visual record of American agriculture in the Bicentennial year, "The Face of Rural America" has nine sections with 316 black and white and 19 color photos.

Members of Congress have limited numbers of copies available for free distribution. Copies may be purchased for \$7.30 at government bookstores across the country, or ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

